

CALIFORNIA APPRENTICESHIP COUNCIL

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PUBLIC RELATIONS & PUBLICITY COMMITTEE MEETING

MINUTES

Wednesday – July 25, 2012 1:30 P.M.

I. Call To Order/ Roll Call

Chairman Paul Von Berg called the meeting to order at 1:33 P.M.

Members present: Paul Von Berg, Richard Harris, Anne Quick, Pat McGinn, Yvonne de la Pena, Scott Gordon, and Chief Diane Ravnik

Members absent: Les DenHerder

A quorum was met.

II. Review and approval of January 25, 2012 Minutes

- A motion was made by Commissioner Harris and seconded by Chief Ravnik to approve the minutes. All were in favor. The minutes were approved as written.

III. Updates

Newsletter

- Deputy Chief Glen Forman reported that approximately 150 copies were brought to the meeting and 20 copies were sent to each DAS district office. He also stated that it is published on the DAS website and can be mailed upon request.
- Commissioner Von Berg suggested the newsletter could be sent to the trade associations, such as AGC, United Contractors, and the ECA and other state agencies, like Cal Trans. Chief Diane Ravnik stated that she welcomes all efforts to distribute the newsletter and suggested gathering a list for distribution. She asked the attendees to send her their suggestions.

Report from “Working Group”

- Chief Ravnik gave a brief overview of the “Working Group”. Commissioner Von Berg volunteered to attend the teleconference meetings. Chief Ravnik also offered an open invitation to the attendees and to contact Renee Bacchini for further information. She can be reached at RBacchini@dir.ca.gov.

IV. Strategies, Goals and Better Ways to Market Apprenticeship

- Chief Ravnik reiterated about the comments on the distribution of the newsletter. She also stated that the department received a small promotional grant and is in the process of putting together new promotional materials on apprenticeship. The two targeted audiences would be perspective apprentices; to encourage them into becoming apprentices, and perspective program sponsors.

V. Adjournment

- A motion and a second were made to adjourn the meeting. All were in favor. The motion carried. The meeting adjourned at 2:05 P.M.